

CLAIMS

1. A flat luminous element with at least one substrate and one coating, applied onto the surface of the latter and emitting light, that comprises several luminous elements capable of being separately electrically connected next to one another, in different parts of the surface, so as to obtain different luminous effects, characterized in that at least one separate luminous element (4) is provided with an enhanced luminous power relative to the luminosity of the surface (3) and with a light emission that is directed.
2. The flat luminous element as claimed in claim 1, characterized in that, in the region of the at least one separate luminous element (4) and in its direction of emission, an optical device (5, 5') designed to concentrate and/or to orient the light emitted by the separate luminous element (4) is provided.
3. The flat luminous element as claimed in claim 1 or 2, characterized in that the flat luminous element is disposed within a layered element in between two substrates (1.1, 1.2), at least one of which (1.2) is transparent to the light emitted by the luminous element (4).
4. The flat luminous element as claimed in claim 2 or 3, characterized in that the optical device (5, 5') is disposed on or in the substrate (1.2) that lets through the light from the separate luminous element (4).
5. The flat luminous element as claimed in any one of claims 2 to 4, characterized in that the optical device is a lens (5), in particular a plane lens.
6. The flat luminous element as claimed in any one of claims 2 to 4, characterized in that the optical device is a holographic element (5'), in particular in the form of a film with microprisms, that is transparent to the emitted light but which deviates it.
7. The flat luminous element as claimed in any

one of claims 2 to 4, characterized in that the optical device is a plane mirror that is transparent to the emitted light but which deviates it.

8. The flat luminous element as claimed in claim 2 or 3, characterized in that the optical device (5) is disposed directly onto the luminous element.

9. The flat luminous element as claimed in any one of the preceding claims 3 to 8, characterized in that at least a part of the light emitted by the separate luminous element (4) is guided inside the substrate (1.2), that lets through the light emitted by the separate luminous element (4), acting as a light waveguide, and is emitted elsewhere well away from the luminous element (4).

10. The flat luminous element as claimed in any one of the preceding claims, characterized in that the direction of emission of the light from the separate luminous element deviates from the normal to the plane of the flat luminous element.

11. The flat luminous element as claimed in any one of the preceding claims, characterized in that an antireflection layer (7) is provided at least at the place of exit of the light ray from the separate luminous element (4).

12. The flat luminous element as claimed in any one of the preceding claims, characterized in that it comprises at least one switching element for connecting and/or disconnecting at least one luminous element (3, 4).

13. The flat luminous element as claimed in claim 12, characterized in that the at least one switching element is a touch or proximity detector associated with one surface of the flat luminous element.

14. The flat luminous element as claimed in any one of the preceding claims, characterized in that, in the region of the surface of the separate luminous element, an opaque coating (2) is provided, along which the exiting light is deviated by means of the optical device (5').

15. The use of a flat luminous element as claimed in any one of the preceding claims for the interior equipment of a vehicle.

16. The use as claimed in claim 15, in which the
5 flat luminous element forms a roofing substrate or element of a vehicle.

17. The use of a flat luminous element, as claimed in any one of the preceding claims 1 to 14, for equipping of a building.